

COMMERCIAL ADVERTISING AND SPONSORSHIP OPPORTUNITIES - KNARESBOROUGH RUFC

The Club

Knarborough Rugby Club is a close knit community club integrated into all levels of the local and Harrogate community, with strong links to schools, businesses and the general public. We are involved in various charity events and seek partners and sponsors to help deliver our vision of community rugby for all, with reciprocal reward for sponsors in terms of publicity, active promotion by club members and access to international tickets

In addition to the 1st XV we have the Crag Rats as a development senior team and with the approval of planning permission for our new club house to complete our ongoing development which has already seen a new pitch and training facility; we will develop a full junior and women's rugby section

The new professionally created pitch with pitch side fencing is ideal for advertising amongst many other promotional activities which are listed below.

Join the Club.

Knarborough can now provide a wide range of outdoor social events, which will be further enhanced with the new club facility and the chance to meet friends, old and new, in a convivial atmosphere. So whether you are a potential player, the parent of a potential player or a spectator who would like to become more involved, you will be very welcome. See Membership section for details.

Sponsorship Opportunities

A message from our Chairman:

Knarborough Rugby Club is moving into a new era both on and off the pitch. Over the next three years the Club has aspirations to move up the Yorkshire leagues.

We intend to begin a youth section in September 2012 from development and colts right down to minis. As the Chairman, I am very keen to see both the Senior sides and Youth section develop to their full potential. Knarborough is an amateur, community Rugby Club, which to me means that our whole club ethos is built on the very best sporting qualities of teamwork, respect, honesty, commitment and passion. I believe these are excellent life qualities for all and this is why we are such an important part of our local community, and we believe these are qualities that advertisers would like to be associated with .

Being amateur does however mean that we rely heavily on sponsors to help fund the core activities of the Club and why we are seeking support from a broader range of businesses within the local community. As you will see, there are a full range of sponsorship options, starting from reasonably modest involvement by sponsoring a match ball, through to our Gold sponsor package.

Please have a look at the packages within this document and hopefully you will feel that helping us achieve our goals will also be of value to you and your business.

Yours sincerely

Ron Bird - Chairman

Specific Sponsorship opportunities



All sponsors receive: advertising space in the Club handbook / fixture list and programme, public thanks in a Club advertisement in the local advertiser twice a year, exposure in the Clubhouse and on the Club website, promotion in Club newsletters, discounted rates on Club pitch and from September function room hire...and a warm welcome in the Club bar!

In addition and subject to sponsor's requirements and negotiation, Silver Tier sponsors receive match-day hospitality options, free perimeter advertising space and options on International match tickets.

Gold Tier sponsors over and above this receive multiple perimeter advertising sites and additional specific rights subject to availability.

CONTENT AND PRICES TO BE APPROVED BY THE COMMITTEE

Benefits	Platinum	Gold	Silver	Bronze
	£5,000	£2,000	£1,000	£500
England International Tickets (per season)	4	2	1	0
Pitch side advertising hoarding	✓	✓	✓	✓
Logo on Club website and News letter	✓	✓	✓	✓
Advertising in Match day programme	✓	✓	✓	✓
10% discount on table for 10 at all events	✓	✓	✓	✓
Use of Club as function venue/meetings (TBA)	✓	✓	✓	✓
Signed and framed shirt by Senior Squad (1 per season)	✓	✓	✓	
OTHERS to be discussed by committee	✓	✓	✓	
	✓	✓	✓	
Placement in Club Directory	✓	✓		
	✓	✓		
Page in Fixture card	✓	✓		

Brand placement on training kit & Polo shirt (TBA)				
Table for 10 at annual Sportsman's Dinner				
Free club membership	4	3	2	1

If you are interested and would like to find out more about any of these sponsorship options please contact NAME TITLE CONTACT DETAILS.

Match ball sponsorship

Price: £25 per game

Player Sponsorship

The Player sponsorship is designed for individuals or businesses who wish to support a particular player. The website and program player profiles will include details of individual sponsors, and each sponsor will be presented with a signed playing shirt from their sponsored player. Price: £250 per season

The Sportsman's Lunches and Dinner

The Club intends to organise lunches and Sportsman's dinner on a number of Fridays through the year, each of which combines good food and drink with the option of a really entertaining top class speaker from either the sporting world, or a comedian. These have proved very popular with local businessmen and the average attendance is around 85, with the pre-Christmas lunch a sell out at 120. The annual dinner attracts 300.

Companies can sponsor these events by paying the speaker's fee, and reach a large number of influential prospective customers, or use the opportunity to give existing contacts some hospitality.

Price: lunch - £xxxx Dinner - £xxxxx

Advertising Opportunities

Perimeter / Club house Exterior Boards

These are? ft x? ft boards, weather proof and permanently fixed in position on the spectator rails, across the pitch, facing the club house and or pitch side. They are designed to your specification and can be seen all year by visitors to Hay-A-Park in the close season.

Simple and effective, these colourful and eye-catching boards represent excellent value and can be displayed for as little as £275 for a full 12 months. We recommend agreeing a term of at least 3 years to maximise return.

Programme & Fixture Card Advertising

We aim to sell match day programmes through the season to spectators where everyone will have a copy and these will also be sold and placed around the town in various shops and clubs so that many people will be exposed to the advertising it contains. The format is a standard A5 so you would have no trouble fitting in an existing piece of artwork. We will print 1,000 copies of the main body of the programme at the beginning of the season and add a weekly insert relating to the match taking place. Spectators have plenty of time to study the programme and they almost always take them home with them so they have a long shelf life and a wide readership.

The Club Handbook doubles as a fixture list, is a convenient A6 format and goes to all members, which gives it a circulation of 100. For a very low cost, your advertisement will be seen all season as the book is in regular use.

Individual advertising elements	Cost
Pitch side board (min 3 years)	£200
Programme back page	£50
Programme front or back inside cover	£50
Programme full page	£50
Programme half page	£25
Fixture list back cover	£50
Fixture List	£50

Discounts available for multiple elements.

Weekly newsletter sent to 100 club members every week.

Discounts available for multiple elements.

Monthly newsletter sent to 100 club members every week.

Additional Sponsorship Opportunities

Youth section sponsorship

Sponsorship in kind

e.g. provision of training equipment / trophy cabinet; business services or Clubhouse building / maintenance / decoration work

Ground naming rights

- price subject to negotiation

Function room naming rights

The Clubhouse will be used for pre- and post-match hospitality on a Saturday, hundreds of mini-Rugby players and their parents on a Sunday, and function hire. Price to be discussed depending on your usage plans.

NOTE: ALL PRICES EXCLUDE VAT, WHICH WILL BE CHARGED WHEN APPLICABLE. These are the sponsorship opportunities we have identified. There are a number of other possibilities, linked to

junior teams or special events. If you are interested in helping the Club and your company, we will work with you to provide a tailor-made solution that fits your requirements - please call to discuss what can be done.

For information or to arrange sponsorship or book advertising please contact: NAME, Commercial Manager, CONTACT details